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9/24/51

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK ENDING FRIDAY, SEPTEMBER 21, 1951</u> | | | |
| Friday Sept. 21 11:00 A.M. | FALL & WINTER FURS AT PREVIEW Bergdorf Goodman will present a preview of the Fall and Winter fur collection to the press. By invitation only. Publ.: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 2ND FLOOR |
| Friday Sept. 21 12:00 Noon Luncheon | PRESS PREVIEW OF PARIS IMPORTS Callot Soeurs' preview of Paris imports--sports, afternoon and evening fashions. By invitation. Publicity: Marsh-Healy Assoc., PL. 7-5809. | CALLOT SOEURS | 42 EAST 57TH STREET SALON-2ND FLOOR |
| <u>WEEK BEGINNING MONDAY, SEPTEMBER 24, 1951</u> | | | |
| Monday Sept. 24 9:00 A.M. Breakfast | PREVIEW OF FALL "ACCESSORY BAZAAR" Preview of French, Italian, Swiss, and English accessories and Macy's copies. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431. | MACY'S NEW YORK | STREET FLOOR BROADWAY ENTRANCE |
| Monday Sept. 24 12:30 P.M. Luncheon | SHOWING OF PARIS FASHIONS AT LUNCHEON Paris fashions and Gimbels' adaptations will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. <u>Showings for public: Monday, Sept. 24 at 5:00 P.M.; Tuesday, Sept. 25 at 2:30 P.M.; and Wednesday, Sept. 26 at 12:00 Noon--Gimbels, 3rd Floor.</u> Gimbels Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600. Hotel Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | GIMBELS | HOTEL PLAZA TERRACE ROOM |
| Monday Sept. 24 1:15 P.M. Luncheon | FUR FASHION SHOW AT RACE TRACK OPENING Maximilian will present fur fashions on the opening day of the Belmont Race Track's Fall Season. Hats by Mr. John. <u>(Cars will leave Maximilian's--20 West 57th St.--at 11:30 A.M.).</u> Press by invitation. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. Belmont Publicity: Charlotte Byrum, News Contacts: CO. 5-3166. | MAXIMILIAN & BELMONT RACE TRACK | BELMONT CLUB HOUSE BELMONT PARK, L. I. |
| Monday Sept. 24 4:00 P.M. Cocktails | AMERICAN FASHION CRITICS' AWARD The Ninth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Presentation of awards and fashion show at 5:00 P.M. Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130. | COTY, INC. | WALDORF-ASTORIA GRAND BALLROOM |
| Monday Sept. 24 7:30 P.M.- 9:30 P.M. | FIRST SESSION OF FASHION TRAINING COURSE Subject: "Fashion Markets"--Operation by type, price and taste levels; local and regional. Speaker: Helen Faith Keane. Fee: \$15.00 for series. Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | CARL FISCHER HALL 165 WEST 57TH ST. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday Sept. 24 | OPENING OF RESORT & SPRING COLLECTION Helen de Huene will present her Resort and Spring collection of handmade dresses, suits, coats for day and evening wear at daily showings from 3:00 P.M. to 6:00 P.M. Contact: EL. 5-1337. | HELEN de HUENE | 21 EAST 57TH STREET SALON |
| Beginning Monday Sept. 24- Sept. 29 | EXHIBIT: NEW "TOTAL-ACTION" SPORTSWEAR Exhibit of dresses and separates, incorporating new ideas in free action sportswear by designer Nini Turcotte. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| Monday Sept. 24- Sept. 29 | NATIONAL SWEATER WEEK Contact: Edward A. Brandwein, MU. 3-7520. | NATIONAL KNITTED OUTERWEAR ASS'N. | THROUGHOUT THE COUNTRY |
| Tuesday Sept. 25 9:30 A.M. Breakfast | PRESS & TRADE PREVIEW: SWIMSUIT COLLECTION Presentation of a collection of 1951-52 Par-Form Swimsuit Originals at a breakfast for the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790. | PAR-FORM FOUNDATIONS (SWIMSUIT DIVISION) | HOTEL PLAZA BAROQUE SUITE |
| Tuesday Sept. 25 11:00 A.M. | PRESS PREVIEW OF WINTER COLLECTION Presentation of Lilly Dache's new Winter collection at a preview for the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | LILLY DACHE | 78 EAST 56TH STREET SALON-2ND FLOOR |
| Tuesday Sept. 25 12:30 P.M. Luncheon | M. & W. THOMAS COTTONS BY NAME DESIGNERS M. & W. Thomas will present cotton fashions for all season wear, designed by Dorothy Cox of McMullen, Claire McCardell of Townley, Tina Leser, Anna Licht, Lorraine Budny of Sportwhirl, Craig Casuals, Davidson Sportswear, Isabel Dobson of Cabana, Morgan Fauth of David Crystal, Glen of Michigan, Eloise Curtis of Junior Accent, Hill-Day, Kane Weill, and John Miller. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity for M. & W. Thomas: Roberta D. Miles, OR. 5-9551. Lord & Taylor Publicity: Gloria Carr, WI. 7-3300. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000. | LORD & TAYLOR | WALDORF-ASTORIA STARLIGHT ROOF |
| Tuesday Sept. 25 12:30 P.M. Luncheon | FASHION SHOW FOR ANNUAL CONVENTION The New York Dress Institute and the International Silk Association will stage a fashion show for officials of the Chamber of Commerce throughout the country and their wives, who are attending the annual conference of the American Chamber of Commerce. Publicity: Eleanor Lambert, MU. 8-2130. | N.Y. DRESS INSTITUTE; INT'L SILK ASS'N. | HOTEL COMMODORE GRAND BALLROOM |
| Tuesday Sept. 25 2:30 P.M. | PREVIEW OF FALL CUSTOM-ORDER FASHIONS Preview of Mme. Garnett's Fall custom-order collection. By invitation only. Contact: Margaret Troop, EL. 5-5275. | MME. E. GARNETT | 47 EAST 51ST STREET SALON |
| Tuesday Sept. 25 2:30 P.M. | SHOWING OF FALL FASHIONS FOR WOMEN Lord & Taylor will present their Fall collection of women's fashions. Press invited. Open to public. Publ.: Gloria Carr, WI. 7-3300. | LORD & TAYLOR | 4TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Tuesday Sept. 25 4:00 P.M. Champagne | HOSIERY COLOR PREVIEW & FRENCH CHAMPAGNE PARTY French champagne party and color preview for the press of new midseason hosiery fashion by Roman Stripe. Clothes from Lord & Taylor. By invitation only. (Use Savoy Plaza's private entrance at 58th Street). Contact: Betti Jessup, PE. 6-7300. | ROMAN STRIPE STOCKINGS & PIPER HEIDSIECK CHAMPAGNE | SAVOY PLAZA HOTEL CRYSTAL SUITE |
| Beginning Tuesday Sept. 25 | OPENING OF RESORT COLLECTION Presentation of the A. Goodman dress collection for Resort wear, at daily showings, 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publicity: Viola Shefer, PL. 3-3173. | A. GOODMAN & CO., INC. | 530 SEVENTH AVENUE SHOWROOM-17TH FLOOR |
| Wednesday Sept. 26 10:00 A.M. Coffee | PRESS PREVIEW OF HOLIDAY COLLECTION The press will be invited to a showing of Walter Florell's collection of Holiday millinery. By invitation only. Publ.: Mildred Kaldor, MU.9-5420. | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| Wednesday Sept. 26 12:30 P.M. Luncheon | NETTIE ROSENSTEIN FASHIONS AT LUNCHEON Saks Fifth Avenue will present a collection of Fall fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Publicity: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Wednesday Sept. 26 12:30 P.M. Luncheon | PRESS PREVIEW: "FORM CONTROL" SWIMSUITS Surf Togs (division of United States Knitwear Corporation) will present a collection of "Form Control" swimsuits for Resort and Cruise wear at a luncheon for the press. By invitation only. Publicity: Seymour I. Kawaller, PE. 6-7671. | SURF TOGS (DIV. OF U.S. KNITWEAR CORP.) | HOTEL WARWICK-PINE RM 6TH AVE. & 54TH ST. |
| Wednesday Sept. 26 12:45 P.M. Luncheon | KNIT FASHIONS FOR FALL AT LUNCHEON Showing of morning, afternoon and evening handknits for Fall by Mimi Pearce during luncheon. (This show will be repeated on Thursday, Sept. 27, at 12:45 P.M., luncheon.) Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | MIMI PEARCE (23 EAST 67TH STREET) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Sept. 26 2:30 P.M.; 5:30 P.M. | SHOWING OF FRENCH COLLECTION L. Bamberger will present their Fall collection of Paris originals and adaptations. Open to public. Publicity: John von Arnold, Market 2-1212. | L. BAMBERGER & CO. (NEWARK, N.J.) | 3RD FLOOR |
| Wednesday Sept. 26 3:30 P.M. Cocktails | PRESS SHOWING OF FALL FASHIONS Presentation of Fall fashions by Namm's to the press. By invitation only. Showing to the public on Thursday, Sept. 27 at 6:00 P.M., 2nd Floor. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76. | NAMM'S (BROOKLYN) | EXECUTIVE 8TH FLOOR |
| Wednesday Sept. 26 5:00 P.M. Cocktails | INTRODUCTION OF NEW PERFUME TO BEAUTY PRESS Coty will launch a new perfume in the Copernican Room of the Hayden Planetarium. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | COTY, INC. | HAYDEN PLANETARIUM C.P.W. & 81ST ST. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Sept. 27 9:00 A.M. Breakfast | SESQUICENTENNIAL SHOWING OF COPPERTONE FASHIONS Showing of fashions by leading designers, based on the copper theme, in celebration of the sesquicentennial anniversary of Revere Copper & Brass, Inc. Clothes available at Lord & Taylor. (<u>Note Change of Time</u>). By invitation only. Publicity: Brenon & Morgan Associates, PL. 9-1257. | REVERE COPPER AND BRASS, INC. | 270 PARK AVENUE SUITE 4E |
| Thursday Sept. 27 12:30 P.M. Luncheon | FUR FASHIONS FOR FALL AT LUNCHEON Showing of furs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Dein-Bacher Contact: Sophie Howard, PL. 9-5913. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | DEIN-BACHER OF THE WALDORF | WALDORF-ASTORIA STARLIGHT ROOF |
| Thursday Sept. 27 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Fall fashions at luncheon showing. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Stein & Blaine Contact: Betty Greenburg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | STEIN & BLAINE, INC. | HOTEL PLAZA TERRACE ROOM |
| Thursday Sept. 27 2:30 P.M.; 6:00 P.M. | "DREAM SHOW" OF MAIDENFORM BRAS McCreery will present a "Dream Show" of Maidenform bras with Fall ready-to-wear fashions at 2:30 P.M. and 6:00 P.M. Press invited. Open to public. Maidenform Publicity: Jan Lovett, William Weintraub Co., MU. 8-3900. McCreery Publicity: WI. 7-7000. | MCCREERY | 3RD FLOOR |
| Thursday Sept. 27 3:00 P.M. | PREVIEW OF 1952 SWIMSUIT COLLECTION Preview for the press and resident buying offices of swimsuits for 1951-1952. By invitation only. Contact: Betty Rich, WI. 7-3260. | ROSE MARIE REID OF CALIFORNIA | HOTEL PIERRE ROOF GARDEN |
| Friday Sept. 28 12:00 Noon Cocktails | PRESS PREVIEW OF RESORT COLLECTION Hannah Troy will present her Holiday-Resort collection at a preview for the press. Cocktails and Showing at 12:00 Noon. Luncheon at 1:00 P.M. By invitation only. Publicity: Gladys Steiner, MU. 9-1630. | HANNAH TROY, INC. | GOGI'S LARUE 45 EAST 58TH STREET |
| Postponed Sept. 28 | DAVID CRYSTAL'S RESORT PREVIEW, ORIGINALLY SCHEDULED FOR FRI., SEPT. 28 AT 2:30 P.M., HAS BEEN POSTPONED TO THURS., OCT. 4 AT 3:00 P.M. (See Pg. 6) | | |
| Sept. 30 | DAYLIGHT SAVING TIME ENDS--SUNDAY (Set clocks back one hour). | | |
| Oct. 1 | ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Monday). | | |
| Monday Oct. 1- Oct. 5 12:00 Noon- 4:00 P.M. | INFORMAL SHOWINGS OF BRIGANCE COATS & SUITS Lord and Taylor will present Frank Gallant's coats and suits, designed by Brigance, at informal daily showings, 12:00 Noon-4:00 P.M. Open to public. Publicity: Gloria Carr, WI. 7-3300. | LORD & TAYLOR | 3RD FLOOR |
| Monday Oct. 1 12:30 P.M. Luncheon | "BLUE ROOM" FASHIONS AT LUNCHEON SHOW Hattie Carnegie will present ready-to-wear "Blue Room" fashions during luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | HATTIE CARNEGIE | WALDORF-ASTORIA EMPIRE ROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Oct. 2 | ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Tuesday). | | |
| Wednesday Oct. 3 9:30 A.M. Breakfast | PRESS & TRADE PREVIEW: RESORT & HOLIDAY WEAR The press and trade will be invited to a breakfast preview of Janice Milan sportswear collection, designed by Selig Sidney, for Holiday, Resort and Mid-Season. Showing at 10:00 A.M. By invitation only. <u>Daily trade showings at 11:00 A.M. to 1:00 P.M.; and 3:00 P.M. to 5:00 P.M.</u> Contact: Judith Sidney, LO. 4-7940. | JANICE MILAN, INC. | 498 SEVENTH AVENUE SHOWROOM-15TH FLOOR |
| Wednesday Oct. 3 10:00 A.M. | PREVIEW: RESORT AND SPRING COLLECTION Charles Nudelman will present the Melrod Ritter collection of cocktail-into-dinner gowns, and tailored dresses for Resort and Spring; also, the Charnud collection of playclothes for Resort and Spring. By invitation. (For trade showings--see Pg. 6). Contact: Lorraine Kehoe, LA. 4-1254. | CHARLES W. NUDELMAN, INC. | 550 SEVENTH AVENUE SHOWROOM-16TH FLOOR |
| Wednesday Oct. 3 10:30 A.M.- Thursday Oct. 4 | SWIMSUIT PREVIEW IN BERMUDA FOR N.Y. EDITORS Catalina will invite the N.Y. fashion press to Bermuda to a forecast of swim wear fashions. Editors will depart from N.Y. by plane (Pan American World Airways) at about 10:30 A.M., Wednesday, Oct. 3. By invitation only. (Bermuda Publicity: Elizabeth Maher, EL. 5-4248). Catalina Publicity: Virginia Dickson, Robert S. Taplinger & Associates, PL. 7-8040. | CATALINA SWIMSUIT CO. (LOS ANGELES, CALIF.) | CASTLE HARBOUR HOTEL, BERMUDA |
| Wednesday Oct. 3- Oct. 5 12:00 Noon Luncheon | PREVIEW OF RESORT & SPRING COLLECTION A luncheon preview of Carolyn Schnurer's Resort and Spring collection. By invitation only. Showings to the trade, beginning October 8 at 12:00 Noon-12:30 P.M. (box luncheon); and 3:30 P.M., daily. Publicity: Lee Walker, CH. 4-4587. | CAROLYN SCHNURER | 1410 BROADWAY SHOWROOM-23RD FLOOR |
| Wednesday Oct. 3 12:00 Noon Luncheon | SHOWING OF INDONESIAN INSPIRED COLLECTION "Indonesian Notebook"--The Republic of Indonesia and Drewyn, Ltd. will present Lotte's collection of Cruise and early Spring fashions inspired by her visit to Indonesia. By invitation only, for fashion store coordinators and resident buying offices. <u>Press and Trade Preview: Thursday, Oct. 4 at 3:45 P.M., in 1400 Broadway showroom, 34th Floor.</u> By invitation only. Continuous daily trade showings thereafter. Drewyn, Ltd. Publicity: Sidney Dee Bloeme, JU. 6-4490. | DREWYN, LTD. | HOTEL PIERRE ROOF GARDEN |
| Wednesday Oct. 3 12:30 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Fall by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ROSETTE PENNINGTON | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Oct. 3 12:45 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Presentation of Fall fashions by Else Fritz, during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Else Fritz Contact: PL. 8-0111. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | ELSE FRITZ, INC. (36 CENTRAL PARK SO.) | HOTEL PIERRE COTILLION ROOM |

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| Wednesday Oct. 3 4:00 P.M. Cocktails | PRESS PREVIEW OF SPRING FASHIONS The McMullen Company will present a preview of their Resort and Spring fashions, designed by Dorothy Cox. Seating at 3:30 P.M. <u>Showing promptly at 4:30 P.M.</u> (Trade showings at McMullen showroom, 475 Fifth Avenue, beginning, Thursday, Oct. 4 at 10:30 A.M. and 2:30 P.M.). By invitation only. Publicity: Mary Lewis, MU. 3-9560. | THE McMULLEN CO. (475 FIFTH AVENUE) | HOTEL PLAZA BALLROOM |

OPENING OF RESORT AND SPRING COLLECTIONS BY THE SPORTSWEAR GUILD

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| <u>WEDNESDAY, OCT. 3</u> | | | |
| Mutual-Rosenbloom Co. | 11:00 A.M.; thereafter 10:30 A.M. daily. | 498 7th, CH. | 4-6221 |
| Sport-Craft, Inc. | 2:30 P.M.; thereafter 10:30 & 2:30. . . | 550 7th, LA. | 4-9724 |
| Star-Maid Dresses | 10:00 A.M.; thereafter 10:30 & 2:30. . . | 498 7th, FE. | 6-0444 |
| <u>THURSDAY, OCT. 4</u> | | | |
| Charles W. Nudelman | 10:00 A.M. & 2:30 P.M.; thereafter 10:30 . | 550 7th, LA. | 4-1254 |
| <u>FRIDAY, OCT. 5</u> | | | |
| Zoltan Rosenberg Co. | 2:30 P.M. daily | 550 7th, LA. | 4-6691 |
| <u>MONDAY, OCT. 8</u> | | | |
| Davidow | By appointment. | 550 7th, FE. | 6-6909 |
| Kane Weill | 10:30 A.M. & 2:30 P.M. daily | 498 7th, LO. | 5-3041 |
| <u>TUESDAY, OCT. 9</u> | | | |
| Adler & Adler, Inc. | 10:30 A.M. daily | 550 7th, BR. | 9-9600 |
| David M. Goodstein | 10:30 A.M. & 2:30 P.M. daily | 550 7th, LA. | 4-2577 |

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| Thursday Oct. 4 9:00 A.M. Breakfast | BREAKFAST PREVIEW: RESORT AND SPRING COLLECTION Raissa Masket's collection of separates for Resort and Early Spring. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490. | MASKET BROS. SPORTSWEAR, INC. | 498 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
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| Thursday Oct. 4 12:30 P.M. Luncheon | SHOE FASHIONS FOR FALL AT LUNCHEON "Request Performance"--J. & J. Slater will present shoe fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Slater Contact: Kathleen Low, PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | J. & J. SLATER | HOTEL PLAZA PERSIAN ROOM |
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| Thursday Oct. 4 3:00 P.M. | PREVIEW OF RESORT & CRUISE COLLECTION Preview for press and resident buyers of Resort and Cruise collections by David Crystal, Haymaker Sportswear and Lady Northcool (rayon suits). By invitation only. (<u>Note Change of Date and Time</u>). Beginning Tuesday, Oct. 9, trade showings at 10:30 A.M. and 2:30 P.M. daily. Publicity: Terry Mayer, BR. 9-6560. | DAVID CRYSTAL, INC. | 498 SEVENTH AVENUE SHOWROOM-23RD FLOOR |
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| Oct. 4 3:45 P.M. | PRESS AND TRADE PREVIEW OF LOTTE'S OF DREWYN RESORT AND EARLY SPRING COLLECTION, THURSDAY, OCT. 4, AT 3:45 P.M. (See Page 5). |
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| Friday Oct. 5 9:30 A.M. Breakfast | FIRA BENENSON'S FALL COLLECTION Lord & Taylor will present a press preview of Fira Benenson's Fall and Winter collection. By invitation only. (During the week of October 8, these fashions will be modeled from 12:00 Noon to 4:00 P.M., on the 3rd Floor). Publicity: Gloria Carr, WI. 7-3300. | LORD & TAYLOR | 5TH FLOOR BIRD CAGE |
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| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Oct. 8 10:00 A.M. Breakfast | SHOWING OF RESORT LINE DESIGNED IN MIAMI Serbin will invite the press to a breakfast preview of the Resort and Spring 1952 collection. By invitation. Contact: Muriel Ryan, BR.9-9567. | SERBIN, INC. (MIAMI, FLORIDA) | 1384 BROADWAY SHOWROOM-20TH FLOOR |
| Monday Oct. 8 12:30 P.M. Luncheon; Tuesday Oct. 9 9:00 A.M. | PRESS & TRADE PREVIEWS: SEPARATES COLLECTION "Wanted. . . On Board"--luncheon preview for the press and trade of Nelly de Grab's collection of separates for Cruise and Early Spring. The preview will be repeated at a breakfast showing on <u>Tuesday, Oct. 9 at</u> <u>9:00 A.M.</u> By invitation only. Continuous daily trade showings thereafter. Publicity: Sidney Dee Bloeme, JU. 6-4490. | NELLY DE GRAB CO. | 533 SEVENTH AVENUE SHOWROOM-11TH FLOOR |
| Monday Oct. 8 12:30 P.M. Luncheon | SOPHIE ORIGINALS AT LUNCHEON SHOW Saks Fifth Avenue will present a collection of Sophie Originals for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176 Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Monday Oct. 8 3:00 P.M. Cocktails | PREVIEW OF CALIFORNIA SPORTSWEAR COLLECTION M. R. Fleischman will present their Resort collection of casual California sportswear. By invitation only. Publicity: Rosemary Sheehan, CI.7-8060. | M. R. FLEISCHMAN & CO. | STORK CLUB 3 EAST 53RD STREET |
| Monday Oct. 8 4:00 P.M. Cocktails | RESORT & EARLY SPRING COLLECTION AT PREVIEW Press and trade preview of Benfatto and Kallman's collection of Jonmorr casuals for Resort and Spring. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490. | BENFATTO AND KALLMAN | 498 SEVENTH AVENUE SHOWROOM-9TH FLOOR |
| Monday Oct. 8 5:00 P.M. Cocktails | PREVIEW OF RESORT AND CRUISE COLLECTION Frances Sider will present a preview to the press and trade of her Resort and Cruise collection, featuring "Bareback Fashions" in Ringmaster, a Colanese fabric. <u>Showing promptly at 5:30 P.M.</u> By invitation only. Trade showings at 11:30 A.M. and 4:00 P.M. daily. Contact: Julie Isles, LO. 4-3323. | FRANCES SIDER, INC. | 1407 BROADWAY SHOWROOM-14TH FLOOR |
| Oct. 9 9:00 A.M. | PRESS & TRADE PREVIEW OF NELLY DE GRAB'S SEPARATES COLLECTION FOR CRUISE AND EARLY SPRING AT 9:00 A.M. ON TUESDAY, OCT. 9. (See Above). | | |
| Tuesday Oct. 9 11:00 A.M.; 2:00 P.M. | SHOWING OF RESORT & SPRING COLLECTION Presentation to the press and trade of the Resort and Spring collection by Henry Rosenfeld at 11:00 A.M. and 2:00 P.M. daily. Publicity: Sally Sober, LO. 5-0400. | HENRY ROSENFELD, INC. | 498 SEVENTH AVENUE SHOWROOM-2ND FLOOR |
| Tuesday Oct. 9 12:30 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter fur fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | ARONOWICZ FURS, INC. (19 WEST 57TH STREET) | WALDORF-ASTORIA EMPIRE ROOM |

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| Tuesday Oct. 9 3:00 P.M. Cocktails | PREVIEW: "CONVERSATION PIECE" SEPARATES Press preview of separates for sports, afternoon, cocktail and evening wear. By invitation only. Publicity: Donna Cannon, PL. 3-7072. | JULI LYNN CHARLOT (LOS ANGELES, CALIF.) | "21 CLUB" (21 W. 52) HUNT ROOM |
| Oct. 10 | YOM KIPPUR—JEWISH DAY OF ATONEMENT (Wednesday). | | |
| Thursday Oct. 11 12:30 P.M. Luncheon | READY-TO-WEAR FALL COLLECTION Mimi Tuthill will present her ready-to-wear collection for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill Publicity and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | MIMI TUTHILL (50 EAST 50TH STREET) | HOTEL PLAZA TERRACE ROOM |
| Thursday Oct. 11 12:30 P.M. Luncheon | LUNCHEON SHOWING OF FALL FASHIONS Showing of Fall fashions by De Pinna during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publ.: Jeanne McDonagh, MU. 8-2000. Waldorf-Astoria Fashion Publicity: Madeleine Riordan, EL. 5-3000. | DE PINNA | WALDORF-ASTORIA EMPIRE ROOM |
| Thursday Oct. 11 2:30 P.M. | PREVIEW: BONNIE CASHIN'S SPRING COLLECTION. Presentation of the Resort and Spring collection designed by Bonnie Cashin for Adler & Adler. By invitation. Publ.: Ruth Hammer Assoc., EL. 5-7108. | ADLER & ADLER | 550 SEVENTH AVENUE SHOWROOM-20TH FLOOR |
| Monday Oct. 15 12:30 P.M. Luncheon | COLLECTION OF FASHIONS BY TRAINA-NORELL Presentation by Saks Fifth Avenue of a collection of Traina-Norell fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Beginning Monday Oct. 15 | SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA ELFREDA-FOX, INC. BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | FASHION ORIGINATORS* GUILD OF AMERICA, INC. FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN, INC. DAVID LEVINE CO. DAVID MARCUS, INC. MILMONT GOWNS CO., INC. NATHAN-STRONG, INC. | MANUFACTURERS' SHOWROOMS PAUL PARNES CORP. PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TAIMACK, INC. HANNAH TROY, INC. |
| Tuesday Oct. 16 12:30 P.M. Luncheon | "DIAMONDS U.S.A."— DIAMOND FASHIONS 1952 Fourth nationwide showing of diamonds will be presented at a luncheon for the fashion press. Exhibitors from twelve leading cities will show their newest diamond jewelry. Coiffures and Make-Up: Michel of Helena Rubinstein. By invitation. Publicity: Jean Shanley, CI. 6-0200. | N.W. AYER & SON, INC. | HOTEL PLAZA GRAND BALLROOM |

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| Tuesday Oct. 16 3:00 P.M. | PREVIEW OF SPRING WHOLESALE COLLECTION Elizabeth Arden will present her Southern and Spring wholesale collection to the press. By invitation only. Publicity: Rasponi Assoc., TE. 8-8171. | ELIZABETH ARDEN | 691 FIFTH AVENUE SALON |
| Tuesday Oct. 16 4:30 P.M. Cocktails | PRESS & TRADE PREVIEW: SPRING & RESORT LINE Preview of Liotti's Spring and Resort collection of suits and dresses. By invitation only. Contact: Joseph Jordan, CO. 5-7460. | LIOTTI, INC. | THEODORE'S 4 EAST 56TH STREET |
| Wednesday Oct. 17 9:45 A.M.- 11:00 A.M. Breakfast | PRESS & TRADE PREVIEW: EARLY SPRING COLLECTION Beacon Hill Company and Coral, Inc. (manufacturer of knitwear) will present their "Capri" collection for Resort and Early Spring, designed by Stanley Wyllins. By invitation only. Continuous daily trade showings thereafter in the showroom, 108 W. 39 St., 6th Fl. Contact: CH. 4-5722. | BEACON HILL COMPANY; CORAL, INC. | TONI'S CAPRICE 112 EAST 52ND ST. |
| Wednesday Oct. 17 11:00 A.M. Box Luncheon | PRESS PREVIEW: RESORT & SPRING COLLECTION "Costume Travelogue"--Mme. Bruné will present her Resort and Advance Spring custom dressmaker collection. New versions of Mme. Bruné's patented skirt will also be included. By invitation only. Publicity: Maud G. Moody, LE. 2-4049. | MME. BRUNÉ (WASHINGTON, D.C.) | 17 EAST 48TH STREET SALON |
| Wednesday Oct. 17 12:45 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW "Highlights In Charm"--presentation of the Fall collection by Sada Sacks at luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, TE. 8-8000. Sada Sacks contact: TE. 8-5595. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000. | SADA SACKS, INC. (671 MADISON AVENUE) | HOTEL PIERRE COTILLION ROOM |
| Thursday Oct. 18 12:15 P.M. Luncheon | FABRICS DIVISION LUNCHEON MEETING Fabrics Division Luncheon Meeting and an exhibit of Spring and Summer fabrics. (<u>More details later</u>). Chairman: Keene Lamborn. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc. EL. 5-7108. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| Thursday Oct. 18 12:30 P.M. Luncheon | CHRISTIAN DIOR FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a collection of Fall fashions by Christian Dior during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Saks Fifth Avenue Contact: PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | SAKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Thursday Nov. 8 8:30 P.M. | FASHION PANORAMA FOR INTERFAITH FUND A gala presentation of Parisian and American Advance Spring ready-to-wear for women, men and children by important designers and manufacturers. Coats, dresses, suits, furs, accessories and a special scene representing leading fabric houses. Staged by Lester Gaba. Guest Speaker: Adm. Richard E. Byrd; also, leading personalities from stage, screen, television, radio and fashion press. For benefit of Interfaith Brotherhood House Building Fund. Open to public. Tickets: \$1.20-\$12.00; contact: LO. 5-8329. Public Relations Director: Claire A. Wolff, LO. 4-7230. | INTERNATIONAL COUTURIERS AND MANUFACTURERS | MADISON SQ. GARDEN 8TH AVE. & 50TH ST. |

MOVIES...MUSIC...TELEVISION...THEATRE

Friday TELEVISION: NANCY CRAIG PROGRAM WJZ-TV, CHANNEL 7
 Sept. 21; A series of designer and manufacturer Fall collections will be presented.
 Sept. 26 Sept. 21: Sportswear by Lotte of Drewyn, Inc. Sept. 26: Raissa Masket's
 4:00 P.M. collection of "inseparables" for Masket Brothers. Fashion Publicity:
 Sidney Dee Bloeme, JU. 6-4490. WJZ-TV Contact: Tess Mayes, CI. 7-5700.

Monday OPENING: "TWILIGHT WALK" FULTON THEATRE, 210 WEST 46TH ST.
 Sept. 24 Richard W. Krakeur will present Nancy Kelly in a new melodrama by A.B.
 Shiffrin. Cast features: Charles Proctor, Ann Shoemaker, Walter Brooke,
 and Walter Matthau. Director: Paul Stewart. Setting: Paul Morrison.
 Publicity: Karl Bernstein, CI. 6-0427.

Tuesday OPENING: "LOVE AND LET LOVE" PLYMOUTH THEATRE, 236 WEST 45 ST.
 Sept. 25 Anthony B. Farrell's new comedy written and directed by Louis Verneuil.
 Stars Ginger Rogers with Tom Helmore. Setting: Ralph Alswang. Costumes:
 Jean Louis. Publicity: Nat Dorfman, LO. 3-0858.

Wednesday PREMIERE: "ANGELS IN THE OUTFIELD" (Movie) CAPITOL THEATRE, B'WAY & 51ST
 Sept. 26 MGM will present a comedy about baseball, featuring the Pittsburgh Pirates.
 Stars: Paul Douglas, Janet Leigh, Keenan Wynn and Lewis Stone. Producer-
 Director: Clarence Brown. Publicity: Herbert Crooker, JU. 2-2000.

Sept. 26- TWENTY-SIXTH ANNUAL WORLD'S CHAMPIONSHIP RODEO, MADISON SQ. GARDEN, 8TH
 Oct. 31 AVENUE & 50TH STREET. Publicity: Lillian Jenkins, CO. 5-6800.

Thursday TELEVISION: "MEET YOUR COVER GIRL" CBS-TV, CHANNEL 2
 Sept. 27; Sept. 27: Frances Sider's collection of "at-home" clothes for Fall.
 Oct. 4 Oct. 4: Sweater fashions for Fall and Winter by Bernard Altman. Producer
 3:30 P.M. and Contact for TV Program: Stanley Poss, PL. 5-2000.

Beginning FOURTEENTH ANNUAL SEASON, NEW YORK CITY OPERA CO., CITY CENTER, 131 W. 55TH
 Thursday Program--Thurs. Sept. 27: MANON; Fri., Sept. 28: MARRIAGE OF FIGARO; Sat.
 Sept. 27- Sept. 30: CARMEN; Sun. Eve., Sept. 30: LA BOHEME. Director: Laszlo Halasz.
 Nov. 11 Tickets: \$1.50-\$3.60. Publicity: Isadora Bennett, EL. 5-4147.

Wednesday OPENING: "REMAINS TO BE SEEN" MOROSCO THEATRE, 219 WEST 45TH ST.
 Oct. 3 Leland Hayward presents a new mystery comedy by Howard Lindsay and Russel
 Crouse. Stars: Janis Paige, Jackie Cooper, Howard Lindsay and Warner
 Anderson. Director: Bretaigne Windust. Setting: Raymond Sovey.
 Publicity: Leo Freedman, CH. 4-7250.

Thursday OPENING: "SAINT JOAN" CORT THEATRE, 138 WEST 48TH ST.
 Oct. 4 The Theatre Guild will present Uta Hagen in Margaret Webster's production
 of the George Bernard Shaw play. Cast includes: John Buckmaster and
 Andrew Kruickshank. Directors: Theresa Helburn and Lawrence Langner.
 Scenery: Richard Harrison Senie. Costumes: Elinor Robbins. Publicity:
 George and Dorothy Ross, BR. 9-5906.

Monday OPENING: "MUSIC IN THE AIR" ZIEGFELD THEATRE, 54TH ST. & 6TH AV.
 Oct. 8 Reginald Hammerstein will present a musical, starring Dennis King, Jane
 Pickens, Charles Winniger with Henry Stephenson. Music: Jerome Kern.
 Book and Lyrics: Oscar Hammerstein 2nd. Director: Oscar Hammerstein.
 Settings: Lemuel Ayers. Lighting: Charles Elson. Publicity: Michael
 Mok, CI. 6-7889.